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SPRING PRICE LIST

—OF—

H. F. HILLENMEYER & SONS

LEXINGTON, KY.

1924

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FREE CATALOGUE

We want every prospective patron to know that our fifty page Nursery Catalogue and Planting Guide is free to every one inquiring for it. It is not only a descriptive book but instructive and suggestive as well. Ask for a copy.

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# PRICE LIST

## Strawberry Plants--Seed Potatoes

### Spring 1924

#### Important Announcement

A GAIN we have a very modest crop of strawberry plants to offer owing to unfavorable weather conditions early in the growing season. We will book and fill orders in rotation received and feel very sure that we will not have sufficient plants to furnish all of our patrons. We have however the finest crop of seed potatoes ever grown and refer you to the announcement on reverse side.

#### Strawberry Culture Abbreviated

**Soils.** The fertility should be above average, in a well-drained location, never fresh broken from sod or meadow. The soil should be pulverized to receive the plants.

**Planting.** Plant only in the spring, preferably April or very early May. Rows should be  $3\frac{1}{2}$ -4 feet apart and plants 15-20 inches in the row. Prune roots one-half or one-third, dip in thin mud and plant like vegetables, being careful to firm the soil about each plant. Do not set too deep nor too shallow and avoid all exposure of roots during planting.

**Cultivation.** Moisture is all important. Keep the ground constantly stirred as well as free of weeds. Pick off all blossoms from newly set plants. Mulching is advised for winter protection; for moisture conservation and larger and cleaner berries are thus obtained. Clean straw, so as not to smother the plants, applied when ground is frozen is all that is necessary.

**Everbearers.** The everbearing type of strawberry is not suited to our section of the country. While the plants are easily grown, and can be sold at high prices we have stopped growing them because they are practically worthless under our average conditions. Many nursery catalogues greatly over rate their value and we prefer to discontinue their sale after ten years of uniform failure with them and advise our patrons accordingly.

#### Varieties

Ours is not a long, but a tested list and if you are in doubt as what to order, leave the selection to our judgment.

**AROMA.** Kentucky's most reliable berry. Fruit large, brilliant in color with bright yellow seeds. For home or market, it is very satisfactory. Ripens mid-season and is perfect. Sometimes a little shy in making plants.

**BIG JOE.** Resembles Aroma in fruit, Plants more erect and stronger and promises to be a very valuable berry. Blossom perfect.

**HAVERLAND.** This being an imperfect flowering sort, needs Premier, Dunlap or Tennessee planted near it. Of Haverland we can only say that if given suited soil, its great crops of long, pointed, large berries so easy to gather, and general good qualities will win its place in any garden or local market acreage. Early mid-season.

**PREMIER.** Frankly, this is the first extra early berry at which we ever looked the second time. It is very early, extra hardy and unusually large with bright colored fruit. Particularly is it outstanding in that the berries continue large until late picking. For an extra early it seems a real find.

**SENATOR DUNLAP.** For home use this is a desirable berry. Great plant maker, bearing good crops of large and dark berries. It ripens moderately early and is perfect flowering. This variety and Haverland make a good combination for family use.

**TENNESSEE.** A berry that practically every commercial planter uses to fertilize Haverland. Being a seeding of that variety it resembles its parent in general characteristics, save in shape of the berry, Tennessee being more round. Period of ripening is mid-season and perfect.



# Strawberry Prices

While prices are quoted by both Parcel Post and Express we prefer to send them by Parcel Post. Please note cash must accompany all orders.

Quantity	By Parcel Post and only when remittance is made with order	Via Express Purchaser pay- ing transporta- tion
100	\$1.00	\$1.00
200	1.75	1.60
300	2.50	2.40
400	3.40	3.20
500	4.25	4.00
600	4.80	4.50
700	5.60	5.25
800	6.40	6.00
900	6.95	6.50
1000	7.50	7.00

Prices on larger quantities given on application.

## Seed Potatoes & Prices

We've been growing seed potatoes for a long time and this year we have about the best crop we ever raised. You know we have been selecting choice seed for ten years, planting back the smoothest, truest to type and healthiest tubers until we have not only an absolutely pure, but a great yielding strain of Irish Cobbler. Those who saw our acres of stock last year know how uniform they stood, free of all disease and at digging time they turned out wonderfully well, notwithstanding our failure to get rain at the most crucial time. We have a regular list of customers who come every year for their requirements. We have many testimonials of how well our potatoes produce and if you really want good stock just try our seed this spring.

**PRICES.** You know how the price fluctuates at planting time. Our prices are published subject to market changes. From all indications at the time of this publication prices for ordinary seed stock will be about the same as ours, except of course we are furnishing you with choice seed and not screenings from eating stock or inferior seed bought on price alone with no regard for quality.

Our prices are:

\$1.50 per bushel  
4.50 per barrel  
3.75 per 2 1-2 bushel sack  
.02 1-2 cents per pound

Subject to change according to market conditions.